

REMARKS

Claims 1-14 were rejected under 35 U.S.C. §103(a) as being unpatentable over Clough in view of Patullo. For the reasons discussed below, the cited art does not disclose, teach or suggest the present claimed invention. Nevertheless, in order to further prosecution of this application, Applicant has amended claims 1 and 10 and deleted claim 2. Reconsideration and further examination is respectfully requested.

The present invention relates to a system and method for searching a database of lodging options. Previously, travelers used a travel agent to learn about possible lodging options. More recently, computerized systems have been developed which allow the user to search for possible lodging without the need of a travel agent. However, existing computerized systems and methods for search lodging options lack an important part of travel agent knowledge, namely, the type of user experience associated with a lodging option. The present application clearly identifies what constitutes a user experience. Specifically, as set forth in the specification, an experience refers to the type of experience the traveler can expect at the lodging. For example, an ocean, island, mountain hideaway, castle, country inn, adventure, eco-trip, city or cultural experience, gourmet and wine areas, sporting activities, etc. See specification, page 5; Fig. 4, ref. 332.

The cited art relates to known computerized systems for searching for lodging. The cited art fails to disclose a user experience within the meaning of the present application. Clough relates to a system for searching for lodging having certain computer and technology capabilities. It does not disclose, teach or suggest a user experience. Similarly, Patullo does not disclose using desired user experience to locate lodging. Patullo relates to a standard reservation system. The user must select a desired lodging to find the rate for that lodging and make a reservation.

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The system in Patullo does not allow the user to select a desired type of experience in order to search for appropriate lodging.

Although the prior art does not disclose use of a user experience, in order to expedite this application, Applicant has amended claims 1 and 10 and deleted claim 2. The amendments to the claim clarify the existing meaning of “experience” within the description of the present invention. Specifically, as recited in claim 1, an experience designator “represents a type of user experience associated with a particular lodging option based upon its setting.” The setting, such as a beach, mountain hideaway, city, wine area, etc., defines the user experience as identified in the specification. As discussed above, none of the cited art references a user experience within the meaning of the claimed invention. Additionally, none of the cited art discloses, teaches or suggests a user experience based upon a setting of the lodging. Therefore, claim 1 distinguishes over the cited art and is in condition for allowance.

Claims 3-9 depend from claim 1 and are allowable for at least the same reason. Claim 2 has been cancelled, since much of its content is now included in claim 1.

Similarly, claim 10 has been amended to clarify the meaning of “type of experience” within the present claimed invention. Claim 10 is in condition for allowance for at least the same reasons as claim 1. None of the cited art discloses, teaches or suggests a system or method for searching lodging which includes a type of experience based upon a setting, as described with respect to the present invention. Claim 11-14 depend from claim 1 and are allowable for at least the same reasons.

Applicant has made a diligent effort to place the claims in condition for allowance. However, should there remain unresolved issues that require adverse action, it is respectfully

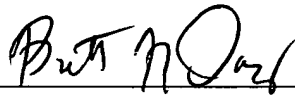
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requested that the Examiner telephone Brett N. Dorny, Applicants' Attorney at 508-709-0501 so that such issues may be resolved as expeditiously as possible.

For these reasons, and in view of the above amendments, this application is now considered to be in condition for allowance and such action is earnestly solicited.

Respectfully Submitted,

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Date


Brett N. Dorny
Attorney/Agent for Applicant(s)
Reg. No. 35860

Brett N. Dorny
Law Office of Brett N. Dorny
386 West Main Street, Suite 12A
Northborough, Massachusetts 01532
Tel. 508-709-0501